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37 CFR 1.98(a)(1) Reference Citation for Information Disclosure Statement

Neifeld Docket No: PIP155CARR-US

Application/Patent No: 10/559,937

USPTO CONFIRMATION NO: 1038

File/Issue Date: 12/8/2005

Inventor/Title: Carr/Assumed Demographics, Predicted Behavior, and Targeted Incentives

RELATED CASE DOCKET NUMBERS: PIP-120-DAVI-US; PIP-120-DAVI-US1;

PIP-120-DAVI-US2; PIP155CARR-US; PIP155CARR-US1

LISTING OF UNITED STATES PATENTS - U series

| EXAMINER INITIALS | REFERENCE NUMBER (U SERIES) | PATENT NUMBER | ISSUE DATE (MM/DD/YYYY) | NAME OF PATENTEE OR APPLICANT | PAGE/LINE AND FIGURE/ELEMENT OF RELEVANT MATERIAL AND/OR IDENTIFICATION OF PRIORITY APPLICATION IN WHICH REFERENCE IS CITED ("Of Record" indicates that the reference is already of record.) |
|-------------------|-----------------------------|---------------|-------------------------|-------------------------------|--|
| | U-001 | 4,961,089 | 10/02/1990 | Jamzadeh | Previously cited in this application |
| | U-002 | 5,832,457 | 11/03/1998 | O'Brien et al. | Previously cited in this application |
| | U-003 | 5,774,868 | 06/30/1998 | Cragun | Previously cited in this application |
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| | U-006 | 6,119,099 | 09/12/2000 | Walker | Previously cited in this application |
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LISTING OF UNITED STATES PUBLISHED APPLICATIONS - P Series

| EXAMINER INITIALS | REFERENCE NUMBER (P SERIES) | PUBLICATION NUMBER | PUBLICATION DATE (MM/DD/YYYY) | NAME OF PATENTEE OR APPLICANT | PAGE/LINE AND FIGURE/ELEMENT OF RELEVANT MATERIAL AND/OR IDENTIFICATION OF PRIORITY APPLICATION IN WHICH REFERENCE CITED ("Of Record" indicates that the reference is already of record.") |
|-------------------|-----------------------------|--------------------|-------------------------------|-------------------------------|--|
| | P-001 | 2001/014868 | 08/16/2001 | Herz | Previously cited in this application |
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LISTING OF FOREIGN AND INTERNATIONAL PATENT DOCUMENTS - F Series

| EXAMINER INITIALS | REFERENCE NUMBER (F SERIES) | PUBLICATION NUMBER | PUBLICATION DATE (MM/DD/YYYY) | COUNTRY OR REGION | PAGE/LINE AND FIGURE/ELEMENT OF RELEVANT MATERIAL | ENGLISH LANGUAGE TRANSLATION ATTACHED? (YES OR NO) AND/OR IDENTIFICATION OF PRIORITY APPLICATION IN WHICH REFERENCE IS CITED ("Of Record" indicates that the reference is already of record.) |
|-------------------|-----------------------------|--------------------|-------------------------------|-------------------|---|---|
| | F-001 | WO 02/054324 | 07/11/2002 | WO | | This application corresponds to Japanese Laid-Open Patent Application No. 2005-502933 Previously cited in this application |
| | F-002 | JP 2001-282982 | 12/10/2001 | JP | | Previously cited in this application |
| | F-003 | JP 2001-175761 | 06/29/2001 | JP | | No English translation Previously cited in this application |
| | F-004 | JP 2003-203181 | 07/18/2003 | JP | | No English translation Previously cited in this application |
| | F-005 | WO 99/03030 | 01/21/1999 | WO | | Previously cited in this application |
| | F-006 | WO 99/12117 | 03/11/1999 | WO | | Previously cited in this application |
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LISTING OF NON PATENT LITERATURE - O Series

| EXAMINER INITIALS | REFERENCE NUMBER (O Series) | PUBLICATION DATE (MM/DD/YYYY) | INCLUDE IN SEQUENCE: Name of first author (in CAPITAL LETTERS), Title in quotation marks, name of publication, date or publication, page numbers, publisher, city of publication, and country of publication | ENGLISH LANGUAGE TRANSLATION ATTACHED? (YES OR NO) AND/OR OR IDENTIFICATION OF PRIORITY APPLICATION IN WHICH REFERENCE IS CITED ("Of Record" indicates that the reference is already of record.") |
|-------------------|-----------------------------|-------------------------------|--|---|
| | O-001 | 11/13/2003 | PCT ISR for PCT/US02/25957 | Previously cited in this application |
| | O-002 | 10/12/2001 | Patent Abstracts of Japan, publication number 2001-282982 | Previously cited in this application |
| | O-003 | 06/29/2001 | Patent Abstracts of Japan, publication number 2001-175761 | Previously cited in this application |
| | O-004 | 07/18/2003 | Patent Abstracts of Japan, publication number 2003-203181 | Previously cited in this application |
| | O-005 | 08/25/2008 | English translation of office action in Japanese patent application 2003-579041, office action drafted 8/25/2008 | Previously cited in this application |
| | O-006 | 03/25/2009 | ESR for EP 02757131 | Previously cited in this application |
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| | O-011 | 02/01/1996 | RHEE, BYON-DUK "CONSUMER HETEROGENEITY AND STRATEGIC QUALITY DECISIONS" FEBRUARY 1996, MANAGEMENT SCIENCE, VOL 42, NO 2, PP 157-172. | Previously cited in this application |
| | O-012 | 08/28/2008 | Definition of "Predictive", One Look Dictionary Search, http://www.onelook.com 8/28/2008 | Previously cited in this application |
| | O-013 | 08/28/2008 | Definition of "December 17, 2009", "Data", Netlingo, http://www.netlingo.com 8/28/2008 | Previously cited in this application |
| | O-014 | 08/28/2008 | Definition of "Record", One Look Dictionary Search, http://www.onelook.com 8/28/2008 | Previously cited in this application |
| | O-015 | | Claims filed 11/25/2009 in application US 12/626,003. | Previously cited in this application |
| | O-016 | | Claims filed 11/26/2009 in application US 12/626,677. | Previously cited in this application |
| | O-017 | 10/16/2006 | Claims filed by preliminary amendment filed 10/16/2006 in US 10/559,937. | Previously cited in this application |
| | O-018 | | Summons to attend oral proceedings in associated application EP 02757131.4, dated 11/11/2009. | Previously cited in this application |
| | O-019 | | Date, "An Introduction to Database Systems", Fifth Edition, 1990, Contents Index and Pages 579-609. | Previously cited in this application |
| | O-020 | | US office action dated 4/29/2010 in related application 11/561,721 | |

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| Date: 06/03/2010 | Examiner's Signature: /Khanh Le/ |
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